

Amendments to the Claims:

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method ~~for selectively providing personalized interactive TV content~~ comprising:

receiving interactive ~~TV~~ video content via a first ~~broadcast transmission~~ stream, the interactive video ~~TV~~ content including tagged content, the tagged content being marked by a tag comprising first personalization data;

determining if the tagged content is targeted for a specific group of receivers based upon the first personalization data; ~~and~~

upon determining the tagged content is targeted for the specific group of receivers, transmitting the interactive video ~~TV~~ content via a second ~~broadcast transmission~~ stream to the specific group of receivers;

receiving, from at least one receiver of the specific group of receivers, a request via a third stream to retrieve interactive content of the interactive video content; and

responsive to the request, transmitting the requested interactive content of the interactive video content to the at least one receiver of the specific group of receivers.

Claim 2 (canceled)

Claim 3 (currently amended): The method of claim 21, further comprising:

selectively ~~broadcasting~~ transmitting the second personalization data to the at least one receiver.

Claims 4-5 (canceled)

Claim 6 (currently amended): A system comprising:

a receiving system configured to;

receive interactive video TV-content via a first ~~broadcast-transmission~~ stream, the interactive video TV-content including tagged content, the tagged content being marked by a tag comprising first personalization data,

receive a request via a third stream to retrieve interactive content of the interactive video content; and

a transmitting system configured to:

transmit the interactive video TV-content to a specific group of receivers via a second ~~broadcast-transmission~~ stream upon determining the tagged content is targeted for the specific group of receivers, and

responsive to the request, transmit the requested interactive content of the interactive video content to at least one receiver of the specific group of receivers.

Claim 7 (canceled)

Claim 8 (previously presented): The system of claim 22, further comprising:

a distribution system configured to selectively provide the second personalization data to the at least one receiver.

Claims 9-12 (canceled)

Claim 13 (currently amended): A non-transitory memory storing instructions, which instructions, if executed by a processor, causes the processor to perform an operation comprising:

receiving interactive video TV-content via a first ~~broadcast-transmission~~ stream, wherein at least some of the interactive video TV-content is including tagged content, the tagged content being marked by a tag comprising first personalization data, and wherein the tagged content is personalized for display only by one or more receivers provided with respective second personalization data;

determining if the tagged content is targeted for a specific group of receivers based upon the first personalization data; ~~and~~

upon determining the tagged content is targeted for the specific group of receivers, transmitting the interactive video TV-content via a second ~~broadcast-transmission~~ stream to the specific group of receivers;

receiving, from at least one receiver of the specific group of receivers, a request via a third stream to retrieve interactive content of the interactive video content; and

responsive to the request, transmitting the requested interactive content of the interactive video content to the at least one receiver of the specific group of receivers.

Claims 14-20 (canceled)

Claim 21 (currently amended): The method of claim 1, further comprising selectively receiving second personalization data by the at least one receiver of the specific group of receivers, via a the third broadcast-stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 22 (currently amended): The system of claim 6, further comprising selectively receiving second personalization data by the at least one receiver of the specific group of receivers, via a the third broadcast-stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 23 (currently amended): The non-transitory memory of claim 13, further comprising selectively receiving second personalization data by the at least one receiver of the specific group of receivers, via a the third broadcast-stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 24 (currently amended): The method of claim 1, wherein the interactive video TV-content is received via the first ~~broadcast-transmission~~ stream from a cable head-end system.

Claim 25 (previously presented): The method of claim 24, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 26 (previously presented): The method of claim 1, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 27 (currently amended): The system of claim 6, wherein the interactive video TV-content is received via the first ~~broadcast~~-transmission stream from a cable head-end system.

Claim 28 (previously presented): The system of claim 27, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 29 (previously presented): The system of claim 6, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 30 (currently amended): The non-transitory memory of claim 13, wherein the interactive video TV-content is received via the first ~~broadcast~~-transmission stream from a cable head-end system.

Claim 31 (currently amended): The non-transitory memory of claim ~~13~~30, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 32 (previously presented): The non-transitory memory of claim 13, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 33 (new): The method of claim 1, wherein the interactive video content includes web-based content included with a TV transmission, wherein the third stream is an Internet Protocol (IP) stream, the method further comprising retrieving the interactive content of the interactive video content from a remote web server.

Claim 34 (new): The system of claim 6, wherein the interactive video content includes web-based content included with a TV transmission, wherein the third stream is an Internet Protocol

(IP) stream, the receiving system further configured to retrieve the interactive content of the interactive video content from a remote web server.

Claim 35 (new): The non-transitory memory of claim 13, wherein the interactive video content includes web-based content included with a TV transmission, wherein the third stream is an Internet Protocol (IP) stream, the instructions further cause the processor to perform retrieving the interactive content of the interactive video content from a remote web server.